

**Central Hollywood Coalition
Sunset & Vine BID Board Meeting**

MINUTES

April 14, 2015, 4:00 – 6:00 p.m.
Sunset Media Center
6255 W. Sunset Blvd., Suite 915

Officers and Directors Present

Carol Massie, President, McDonald's Restaurants
Fabio Conti, Vice President, Fabiolus Cucina
Arthur Stroyman, Secretary, Kilroy Realty Corporation
Kitty Gordillo, Treasurer, Hollywood Wilshire YMCA
Brian Folb, Paramount Contractors
Chase Gordon, Avison Young
Bill Humphry, Hudson Media Properties
Elizabeth McDonald, Secretary, The Los Angeles Film School
Michael Pogorzelski, Academy of Motion Pictures Arts & Sciences

Absent

David Calabrese – CIM
Charles Eberly, The Eberly Company
Melissa Logan, Amoeba Music
Michael Nourmand, Hollywood Athletic Club
Fred Rosenthal, Ametron
Joyce Williams-Maxwell, Emerson College

Consultants

Joe Mariani, Hollywood Property Owners Alliance
Kerry Morrison, Hollywood Property Owners Alliance
Matthew Severson, Hollywood Property Owners Alliance
Devin Strecker, Hollywood Property Owners Alliance
Ginnie Gallo, Hollywood Property Owners Alliance

Guests

Stacey Levine – Hollywood Palladium
Joe Salazar – Andrews International
Steve Seyler – Andrews International
Jessica Wackenhut – YPI

I. Call to Order

Carol Massie called the meeting to order at 4:10 p.m.

II. Public Comment & Introductions

- **Jessica Wackenhut, Youth Policy Institute (YPI)**, spoke about the Promise Zone. There are only five (5) areas in the U.S. designated as Promise Zones – Los Angeles, San Antonio, Philadelphia, and two (2) rural areas. The main focus of this program is to reduce poverty. The Choice Neighborhood Grant supports housing revitalization. In Hollywood the focus is Las Palmas Senior Housing. Developers in the Promise Zone who apply for grants are given preference points. The next meeting will be held on April 29, 2015 from 4:00-6:00 p.m. at the Hollywood Beautification Team office, 1719 Cherokee. Strategies resulting from 455 survey respondents will be discussed. Because the surveys took six (6) weeks to complete and the majority of the respondents were mostly senior citizens, the surveys do not cover all age groups living in the area. Therefore it is important for all to attend this April 29th meeting.

III. Approval of Board Minutes

It was moved by Michael Pogorzelski, seconded by Fabio Conti, and CARRIED to approve the minutes from the meeting on March 17, 2015. Unanimously approved

IV. Treasurer's Report – Kerry Morrison

- A. **Financial Statements:** Morrison walked the Board through the March 31, 2015 financial statement. Expenses for February amounted to \$106,977 with the first installment of property assessment revenue received in the amount of \$683,000. For this year, \$85,000 has been designated for streetscape which includes replacing the damaged trees.

It was moved by Brian Folb, seconded by Kitty Gordillo, and CARRIED to approve the March 31, 2015 financial statement. Unanimously approved.

V. COMMITTEE & PROGRAM REPORTS

A. Marketing and Communications – Devin Strecker and Joe Mariani

1. **Neighborhood Festival Ad-Hoc Working Group** – Strecker noted that the Music Festival has been refocused to a Neighborhood Festival. This will focus on all that is going on in Hollywood. This first year will be a “seed planting” opportunity growing into something much larger in the future after it has been branded and promoted. Community sponsors are needed and it has been suggested that Hollywood merchants and restaurants give discounts to those attending, as well as looking into the mobility issues for those attending. The next meeting is scheduled for April 24, 2015 at 12:00 noon in the BID office.
2. **Sunset & Vine BID Messaging** – Strecker and an ad-hoc committee are working with Haines & Co. on branding. Planned may be a blogger tour of the BID, either separately or in conjunction with the Hollywood BID.

B. Streetscape & Planning Committee – Chase Gordon and Matthew Severson

1. **March 26, 2015 Streetscape Meeting** – Gordon reported that Deborah Murphy, LA Walks, spoke at the meeting about the possibilities of making our community more accessible and safer for pedestrians. Also discussed at the committee: A new proposal for Chase Plaza has been proposed and the branch manager is presenting to the executives. The Big Belly Trash receptacles project has become more complicated and the costs associated with refurbishment, permitting and re-locating now exceed the approved budget. It has been decided to not proceed with the project.
2. **Vandalized Trees** – The suspect has been identified, Ricardo Gamez, and will be in court on May 19, 2015. The city may request a stay away order and a fine for the loss of the trees. It was determined that the defendant does not live in Hollywood. The trees will not be replaced until everyone is satisfied that the vandal will not strike again.
3. **Two (2) BID walk-throughs** have been scheduled of each BID. For the Sunset BID, everyone is encouraged to participate on April 23, 2015 at 9:00 a.m.
4. The next Streetscape meeting is scheduled for May 13, 2015 at 9:30 a.m. in the BID's new office, suite 600 in the Taft Building.

C. Security Committee – Kerry Morrison and Fred Rosenthal

1. Capt. Zarcone, LAPD Hollywood, attended the March 26, 2015 meeting. He advised that violent crime was up over last year at this time 28% citywide with crime rising in Hollywood 24%. It was speculated that Proposition 109 realignment and Prop 47 impacts could be contributing factors to the rise.
2. **Dispatcher for BID Security office:** Morrison shared a memo which analyzes the significant increase in calls for service into the BID Security office, since the start of the BID in 2007. Andrews International has experienced a significant rise in calls for assistance and a professional dispatcher would contribute to officer safety, and free up supervisor time, since the supervisors have been doing admin work when the current assistant is handling calls. The annual cost of a dedicated dispatcher, during the busiest hours of the week is \$38,000. This cost will be shared with the Hollywood BID (66 percent HED/34 percent SVBID). The cost to the Sunset security budget is \$13,000 and there are funds available in the budget. Morrison said the proposal was discussed at the Joint Security Committee. The board expressed support for this expenditure. Board was in favor of this need. There was a general discussion about how to help stakeholders address situations on the sidewalks that make them feel vulnerable.
3. **Legislative Updates**
 - a. **SB608 - Right to Rest Act:** Morrison reported that a hearing was held last week in Sacramento with a large amount of opposition. Senator Jim Beall decided to pull the bill to amend and make it a two-year bill. Morrison and several other BID directors are scheduled to meet with the bill's author, State Senator Carol Liu on Friday, April 17, 2015 to discuss how Hollywood (and other communities) would be affected by the passing of SB608.

- b. Street Vending Ordinance – A copy of the letter sent to city council on behalf of BID was shared with board.

VI. New Business

Chamber Planning Retreat – Mariani attended the retreat last weekend with Conti and Folb. The focus of the retreat was the Chamber's 2015 goals and initiatives. Mariani summarized some of the key themes:

- They are looking at ways to promote the Hollywood sign and the possible revenues from it.
- They are also looking at the effect on tourism from panhandlers, costumed characters, CD vendors, etc. and how to provide educational materials for the tourists. Dan Halden is already working with the hotels on this.
- With the Harry Potter attraction opening at Universal, the Chamber is looking into working with Universal to provide hotel accommodations to the large increase of visitors. They are also in talks with Metro regarding children riding free between Hollywood and Universal.
- Reach out to homeowners regarding the challenges with the new development in Hollywood.
- The safety on Hollywood streets – nightclubs and homeless problems.

VII. Staff Reports

- A. **State of Homelessness** – Dawn, our Americorps member, from the Hope for the Homeless program, reported on some of her observations in the Sunset BID. There seems to be more mental health issues in the Sunset BID. She has been working with the people in the Homewood encampment and presented several updates on people she has met. PATH has openings and she is trying assist in placing individuals. Morrison noted that there are no adequate free detox facilities in Hollywood to assist.
- B. **Craig Donahue** – A Celebration of Life for Craig Donahue, former CHC board member and first president, will be held May 12, 2015 at 6:30 p.m. in Beverly Hills. If you require additional information contact Morrison
- C. **Public Records Update** – Adrian Riskin has been provided a flash drive with 3,000 Andrews International photos from 2007. Staff continues to work toward fulfilling his information requests.

VII. Next Meeting

Tuesday, May 12, 2015 at 4:00 p.m. Location TBD.

VIII. Adjourn

The meeting was adjourned at 5:40 p.m.